

Shyla Nott

shyla.nott@gmail.com | [linkedin.com/in/shylanott](https://www.linkedin.com/in/shylanott)

EXPERIENCE

Digital Producer (Contract) — The Hechinger Report

June 2025 – Present

Remote

- Manage online article production and publishing using WordPress CMS, ensuring accuracy and timely delivery.
- Handle end-to-end newsletter production (4–6 newsletters per week), including audience segmentation, testing, and performance monitoring.
- Troubleshoot and resolve technical or layout issues, optimizing for readability and mobile responsiveness.

Product Manager — CalMatters

January 2022 – March 2025

Remote

- Collaborated closely with editorial, design, and engineering to build innovative digital solutions in an agile environment.
- Led the product development of key initiatives, including the 2024 and 2022 Voter Guides, redesigned author bio pages, audio articles, and story page recirculation modules.
- Monitored KPIs and provided actionable insights that drove product decisions.
- Led SEO initiative that included technical improvements, news and evergreen content strategies, and training for 50+ newsroom staff on SEO best practices, increasing organic search traffic by 100% from 2021 to 2024.
- Drove content taxonomy overhaul, reducing 13,000 tags to less than 350 and 180 categories to 30, significantly improving site crawlability and content discoverability.

Analytics Manager — CalMatters

October 2020 – January 2022

Remote

- Developed and maintained 10+ dashboards for editorial and non-technical users using BI tools such as Looker Studio.
- Delivered key insights in weekly analytics reports used by editorial and business teams, identifying content optimization and engagement opportunities for maximizing growth and retention.
- Collaborated closely with product and engineering teams to assess performance of digital products and recommend enhancements based on data analysis.
- Led training and wrote user guides for internal dashboards and analytics tools.

Digital Content Manager — inewssource

July 2020 – September 2020

San Diego, CA

- Oversaw content management and publishing of online stories and web pages using WordPress CMS.
- Delivered insights and reporting across website, newsletters, and social media platforms using analytics tools.
- Built award-winning website for investigative reporting project and resulted in 200K views in the first 48 hours of publication.

Web and Social Media Producer — inewssource

April 2018 – July 2020

San Diego, CA

- Led vendor evaluation process to identify a CMS solution, resulting in a website migration to Newspaper.
- Managed, scheduled and published content across all social platforms, including Facebook, X/Twitter, Instagram, and YouTube, with an emphasis on audience engagement.
- Conceptualized, wrote and produced newsroom's first weekly newsletter using Mailchimp.

Associate Producer — WOSU Public Media

July 2015 – February 2018

Columbus, OH

- Produced shows, including writing scripts, for All Sides with Ann Fisher, a two-hour daily live public affairs show.
- Contributed to the development of video assets, including writing scripts and image preparation, for Columbus on the Record, a weekly 30-minute public affairs show on WOSU TV.

CERTIFICATIONS AND PROFESSIONAL DEVELOPMENT

The Complete Python and PostgreSQL Developer Course (Udemy)

July 2025

Online News Association Women's Leadership Accelerator

December 2024

Certified Scrum Product Owner® (CSPO®)

December 2020

Google Analytics Individual Qualification

December 2019

EDUCATION

Northwestern University — Evanston, IL
M.S. Journalism

August 2014

University of Iowa — Iowa City, IA
B.A. Journalism and Mass Communication, B.A. International Studies

May 2013

SKILLS

Product Development & Project Management: Agile Development, Jira, Confluence, Trello, Figma, Airtable, Cross-functional Collaboration, Product Requirements, Stakeholder Engagement, Documentation

Data Analysis & Insights: Google Analytics (GA4), Looker Studio, Google Tag Manager, Google Sheets, Parse.ly, Supermetrics, Data Storytelling, Data Visualization, SQL

SEO & Content Strategy: On-Page SEO, Keyword Research, Google Search Console, Google Trends, Semrush, Sitebulb

Digital Content Management: WordPress, Newspack Content Management Systems (CMS), Web Publishing, HTML/CSS, Taxonomy Governance